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# **S.E.N.T. NEWS:** did you hear *that*?

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NEWSLETTER — Written by Dr. Laura Assante Johnston

DECEMBER 2009

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## **NEW TECHNOLOGY**

We are seeing more and more instruments that are “Bluetooth” compatible and able to be “connected” to other devices. The good news is the prices have come down and connectivity is now available in products as low as \$1800 each. Some of you may ask, “What does this do for me?” If you want to be “hands-free” on the cell phone and hear directly through your hearing aids without wearing a Bluetooth, you can wear a device around your neck that actually sends the phone signal to your hearing aids and works as a microphone for your voice. If you are not a big cell phone user but would like to hear your TV better, the same device can receive your TV signal directly to your hearing aids to become a personal wireless headset! You can listen at your preferred volume while your family listens at theirs. Also, your home phone can be connected so you can hear clearly on the phone. No need to run for the phone or experience annoying feedback. You can answer the phone from your couch!

For more information on this exciting new technology, call our office for a free consultation.

## **ASK YOUR AUDIOLOGIST**

*My friend has one of those hearing aids with a little tube. Can I wear one of those?*

The “tube” hearing aids are called “Open-Fit” instruments and they provide amplification without the bulky aspect of a custom earmold; therefore, they are quite cosmetic. This style also provides a natural sound to one’s own voice as your ear canal is not occluded. However, Open-Fit hearing aids do have their drawbacks. If your hearing is moderate to severe, you can experience feedback problems and inadequate amplification. Low frequency amplification is difficult to attain with these. Also, retention and durability issues can be evident. Ask your audiologist if this style is right for you.

*Will my insurance plan cover the cost of a new hearing aid?*

Many of our patients have insurance plans that cover either a portion of or the total cost of a hearing instrument. Call our office to find out what your insurance covers; we will verify benefits for you. You may be eligible for a new instrument! *continued*

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## **Dr. Laura Johnston Celebrates 20 Years at SENT**

This fall, I celebrated my 20th year at SENT Hearing Aid Center. It made me a bit nostalgic and I thought back on some wonderful memories I have had here. Babies I fit at two years old have recently graduated from college; I have seen children grow up, young adults become grandparents and seniors become great grandparents. I have been fortunate to hear stories from patients about their marvelous travels and adventures that have inspired me, heartwarming family tales about spouses and children that have made me smile, laugh and even cry, and unbelievable feats of survival and challenges that have provided me with a piece of history and compassion. Although some of my patients have passed, and this brings me great sadness, I feel fortunate to have had each and every one of you in my life. I find it a privilege every day to come to work to share a bit of your lives and hopefully provide you with better hearing. After 20 years here, I must say, I have the best job in the world... being your audiologist. Thank you, to all my patients.

# December and January are Battery Months! Buy 2 Packs and Get 1 Pack Free

## TWO EARS ARE BETTER THAN ONE!

If you are wearing one hearing aid, contact us for a free consultation and trial on a second investment. You will be surprised to hear what you were missing.

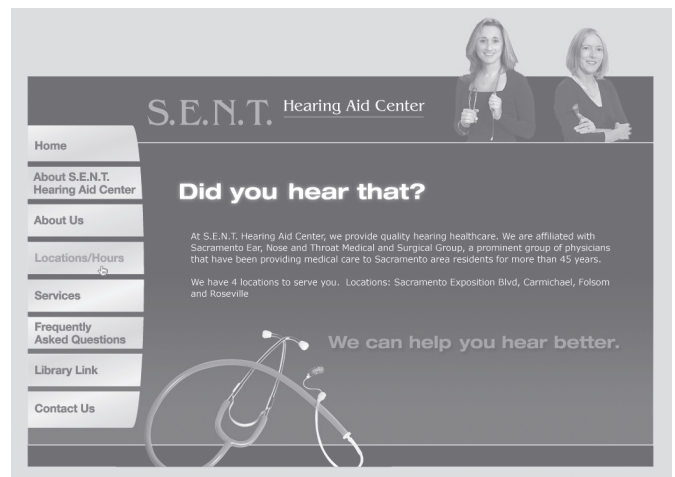
## READY FOR A NEW HEARING AID?

Contact our office for a consultation to discuss new technology! 916.736.1911

*I see so many ads for hearing aids. Should I be price shopping?*

Many ads feature low priced instruments only to charge you more when you are in the office. Be cautious. Remember, you are investing in a product and service for many years to come. Know the difference between a dispenser and an Audiologist. An Audiologist is a college graduate of a masters or doctoral level and follows a code of ethics. At SENT, our audiologists have the experience, expertise and continued educational training needed to provide you with the best possible service. I like a great deal as much as the rest of you, which is why our prices have not increased over the past 5 years. We continue to provide quality products from reputable manufacturers along with superior service.

Visit our website at:  
[www.senthearingaid.com](http://www.senthearingaid.com)



## S.E.N.T. Hearing Aid Centers

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